

Message Text

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ACTION NEA-10

INFO OCT-01 EUR-12 ISO-00 IO-11 EB-07 USIA-15 /056 W

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R 101029Z MAR 76

FM AMEMBASSY DAMASCUS

TO AMEMBASSY ABU DHABI

AMEMBASSY AMMAN

AMEMBASSY ANKARA

AMEMBASSY BEIRUT

AMEMBASSY BRUSSELS

AMEMBASSY BONN

AMEMBASSY CAIRO

AMCONSUL DHAHRAN

AMEMBASSY DOHA

USMISSION GENEVA

AMCONSUL ISTANBUL

AMEMBASSY JIDDA

AMEMBASSY KUWAIT

AMCONSUL MILAN

AMEMBASSY PARIS

AMEMBASSY ROME

INFO SECSTATE WASHDC 6652

USDOC WASHDC

AMEMBASSY ATHENS

AMEMBASSY BERN

AMCONSUL FRANKFURT

AMEMBASSY LONDON

AMEMBASSY TEHRAN

UNCLAS DAMASCUS 1359

USDOC FOR DIBA/OIM: TYRRELL AND MCCOWEN

KUWAIT PASS BAGHDAD

E.O. 11652: N/A

TAGS: BEXP, SY

SUBJECT: DAMASCUS INTERNATIONAL FAIR -- JULY 25 - AUGUST 20, 1976

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REF: DAMASCUS 991

1. SUMMARY: REFTEL, BEING REPEATED TO ACTION POSTS SEPARATELY (INFO POSTS ALREADY HAVE RECEIVED), IS COPY OF AMBASSADOR'S RECRUITMENT CABLE BEING SENT TO CHIEF EXECUTIVES OF MANY AMERICAN FIRMS, INVITING THEIR PARTICIPATION IN SUBJECT FAIR. CABLE IN EFFECT IS "FACT SHEET" REGARDING OUR PARTICIPATION ON CPF BASIS WITH US PAVILION IN 1976 DAMASCUS INTERNATIONAL FAIR. ACTION POSTS REQUESTED TO GIVE THIS FACT SHEET WIDE DISTRIBUTION AMONG OVERSEAS OFFICES/AGENTS OF US FIRMS IN YOUR AREAS OF RESPONSIBILITY. END SUMMARY.

2. BACKGROUND. USDOC HAD DESIGNATED SUBJECT FAIR FOR COMMERCIAL PRESENCE FAIR (CPF) PARTICIPATION ON PART OF USG. AS POSTS AWARE, CPF PARTICIPATION MEANS USDOC PUTS UP LIMITED FUNDS TO PARTIALLY PAY PAVILION RENTAL, FULL DESIGN/CONSTRUCTION OF EXHIBITION SYSTEM, AND TDY OF US EXHIBITION DIRECTOR FROM USDOC FOR FULL PERIOD PRIOR TO, DURING AND AFTER FAIR; REMAINDER OF BUDGET MUST COME FROM PRIVATE US FIRMS EXHIBITING IN US PAVILION, PAYING US RENTAL FOR COMPLETE BOOTH, READY FOR THEM TO PLUG IN THEIR EXHIBIT. WITHOUT SUCH FINANCIAL SUPPORT FROM US FIRMS (WHICH PAID OFF HANDSOMELY FOR MOST OF 24 AMERICAN EXHIBITORS IN 1975), WE WOULD HAVE TO CANCEL OUT OUR PARTICIPATION, WITH ATTENDANT ECONOMIC, COMMERCIAL (AND POLITICAL) NEGATIVE IMPACT.

3. AMERICAN FIRMS, EVEN BEFORE BEIRUT DISRUPTION, ARE SPREAD THROUGHOUT ME AND EUROPE AND PURPOSE OF THIS MESSAGE IS TO REQUEST ACTION POSTS' ASSISTANCE IN OUR RECRUITMENT EFFORTS. WE CONSTANTLY, OFTEN BY CHANCE, RUN INTO NEW OVERSEAS OFFICES OF US FIRMS, E.G., WATER WORKS COMPANY IN ABU DHABI, SPRINKLER IRRIGATION COMPANY IN CAIRO, ITT AND INTERNATIONAL HOUSING LTD. IN AMMAN. WHEN WE HAPPEN TO MEET REPS OF SUCH FIRMS HERE, THEY OFTEN ARE UNAWARE OF DAMASCUS FAIR AND BENEFITS THEY CAN OBTAIN BY PARTICIPATING IN US PAVILION; UPON LEARNING THE FACTS, THEY ARE OFTEN POSITIVELY ORIENTED TOWARD PARTICIPATION.

4. POSTS SHOULD BE AWARE THAT SYRIAN MINISTER OF ECONOMY AND FOREIGN TRADE, UNDER WHOSE DIRECTION DAMASCUS FAIR FALLS, HAS AGREED TO WAIVE PREVIOUS FAIR REGULATION RE COUNTRY OF ORIGIN. THUS, GOODS THAT DO NOT COME DIRECTLY FROM THEIR COUNTRY OF ORIGIN ARE NOT REQUIRED TO BE RE-EXPORTED AND MAY UNCLASSIFIED

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BE SOLD IN SYRIA. THIS SHOULD BE OF CONSIDERABLE INTEREST TO OVERSEAS OFFICES AND SUBSIDIARIES OF US FIRMS.

5. UNDER USDOC REGULATIONS FOR CPF PARTICIPATION IN US PAVILION, MATERIAL EXHIBITED MUST MEET ONE OF FOLLOWING CRITERIA: (A) US-MADE; OR (B) IF PRODUCED OR ASSEMBLED OUTSIDE US, MUST CONTAIN US-MADE COMPONENTS REPRESENTING AT LEAST 51 PER CENT OF TOTAL VALUE; OR (C) IF US-MADE COMPONENTS ARE LESS THAN 51 PER CENT

OF TOTAL VALUE, PRODUCT MUST BE MANUFACTURED BY US-CONTROLLED FIRM OR BY ONE THAT IS AT LEAST 51 PER CENT US-OWNED.

6. ACTION POSTS REQUESTED TO GIVE WIDE CIRCULATION TO INFO NOTED ABOVE AND THAT CONTAINED IN REFTEL, AND IN CONVERSATION WITH REPS OF OVERSEAS OFFICES/AGENTS OF US FIRMS, ENCOURAGE THEIR PARTICIPATION IN US PAVILION IN DAMASCUS INTERNATIONAL FAIR. (EMBASSIES PLEASE INFORM CONSULS.) AS THIS POST DOES NOT HAVE TELEX, WE MUST DEPEND ON POSTS TO ASSIST US IN PASSING RECRUITMENT MESSAGES AND RESPONDING TO INQUIRIES OF OVERSEAS OFFICES/AGENTS OF POTENTIAL EXHIBITORS.

7. INFO POSTS NOTE: WHILE WE HAVE ALREADY ASKED YOU TO CONTACT SPECIFIC COMPANY REPS IN YOUR AREA UPON SUGGESTION OF USDOC, WOULD ALSO GREATLY APPRECIATE YOUR TAKING ACTION INDICATED ABOVE IN ORDER TO ACHIEVE WIDER RECRUITMENT EFFORT AND THUS RESPOND TO RAPIDLY GROWING MARKET IN SYRIA FOR US GOODS AND SERVICES, WITH EMPHASIS ON REQUIREMENTS FOR ECONOMIC DEVELOPMENT IN SYRIA AS OPPOSED TO CONSUMER DURABLES.
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